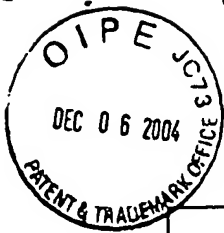


FIG. 9



USER PROFILE

GENERAL

NAME

AGE UNDER ☐15-19 ☐20-24 ☐25-29... ☐75-79 ☐80+

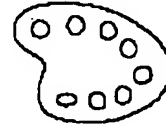
☐☐☐☐☐☐☐☐☐☐

BODY CONDITIONS

SKIN TYPE ☐DRY ☐COMBINATION ☐OILY ☐VERY OILY

SKIN TEXTURE

SKIN TONE ☐LIGHT... ☐DARK ☐CHOOSE FROM COLOR PALETTE



WRINKLES

HAIR COLOR ☐BLOND ☐BROWN... ☐RED ☐BLACK ☐CHOOSE FROM COLOR PALETTE

HAIR STYLE ☐VERY SHORT ☐SHOULDER LENGTH... ☐VERY LONG

HAIR CONDITION ☐DRY ☐OILY... ☐PERMED ☐DRY

EYE COLOR ☐BLUE ☐BROWN... ☐HAZEL ☐CHOOSE FROM COLOR PALETTE

FACIAL SHAPE ☐ROUND ☐OVAL... ☐SQUARE

SPECIAL CONDITIONS ☐ALLERGY... ☐OTHERS

DEMOGRAPHICS

REGION ☐EAST COAST... ☐WEST COAST

CLIMATE ☐HOT ☐HUMID ☐DRY ☐SUNNY

LIFESTYLE ☐ACTIVE ☐OUTDOORS ☐SPORTS... ☐SEDENTARY

PREFERENCES

COSMETIC COLOR (HAIR, LIPSTICK, ... BLUSH)

APPAREL COLOR (TOP, ... SKIRT)

ACCESSORY TYPES (EARRINGS, ... NECKLACE)

PRODUCT TYPES (SKINCARE, MAKE-UP,...)

PREFERRED BRANDS (LANCOME, L'ORÉAL, ...)

PURCHASE HISTORY

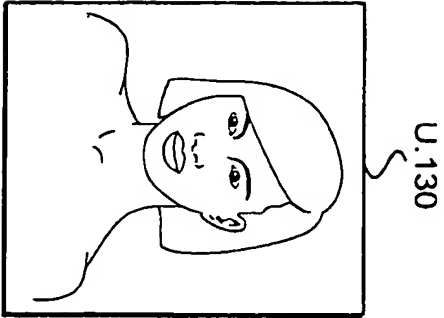
RECEIVED

DEC 10 2004

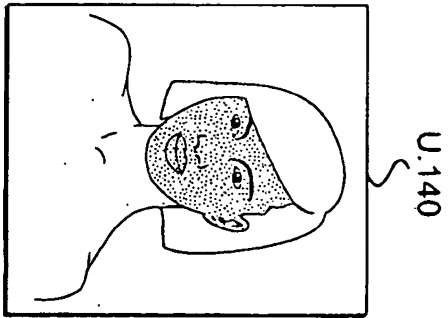
Technology Center 2100

FIG. 16

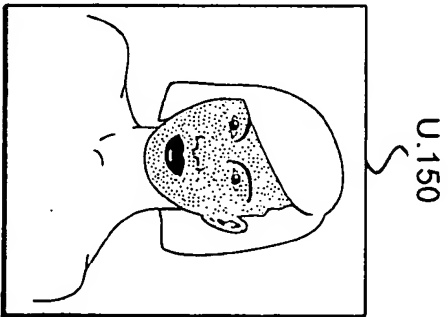
OK TO ENTER AS APPROVED 3/24/05



INITIAL IMAGE



SIMULATION OF A FIRST
BEAUTY PRODUCT ON
THE IMAGE



SIMULATION OF FIRST AND
SECOND BEAUTY PRODUCTS
ON THE IMAGE

QUERY: IS YOUR SKIN OILY?

U.160

SIMULATION OF THE FIRST
BEAUTY PRODUCT ACCEPTABLE?

☒ YES
☐ NO

U.170

Figure 22